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Cashier news

Similac Advance replaced by Similac Early Shield

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Similac Early shield will be replacing Similac Advance by April 2009. Participants have started receiving WIC Vouchers with the formula **Similac Advance/Early** printed on the WIC Voucher. Cashiers have been refusing to cash participants' WIC Vouchers.

Please advise cashiers that when participants present their vouchers and it has **Similac Advance/Early** printed on it, the cashier must let the participant purchase Similac Advance or Similac Early Shield. This will help move the Similac Advance off the shelves which will be replaced by Similac Early Shield in April 2009.

Reminders



- ★ Current Vendor contracts are set to expire September 30, 2009. We will start sending out applications in July.
- ★ All vendors are required to reapply.
- ★ All vendors should have their yellow shelf tags displayed on shelves. All other color shelf tags are unacceptable.
- ★ Starting in October 2009 the yellow shelf tags will be a requirement with the new contracts.

Cashier Training

**WIC is always conducting compliance buys!!
Make sure your cashiers are informed!!**



Juices

Issues with the DOLE brand pineapple frozen concentrate juice have been brought to our attention and in an effort to clear up any confusion we would like to clarify that participants should purchase the least expensive pineapple frozen concentrate juice but since the Dole brand pineapple frozen concentrate juice is pictured on the WIC approved food brochures the participant is allowed to purchase it if they choose to.

Cereals

Participants are allowed **36 ounces** of cereal.

Cashiers are letting participants purchase wrong brands of cereal and cereal boxes that add up to more cereal then 36 oz. Participants are also purchasing cereal boxes that are too small. Please note that the **minimum box size for cereal is 12 ounces**.



Cheese

Participants are allowed to purchase any cheese whether it be brand name cheeses or store brand cheeses. Participants can also purchase the deli-cut form of cheese but not the cut to order directly from the deli.

Cheese no longer has the \$6.50 maximum price limitation.

Please make sure your cashiers are aware of this.

NEW WIC FOOD PACKAGE

Research shows that poor nutrition during early childhood increases the chance of anemia, adds to health care costs, and limits memory development and a child's ability to learn. Poor nutrition during a baby's first five years will affect that baby for the rest of it's life. During this critical period of a child's development, WIC provides a safe, nurturing environment for education, healthcare and social service referral, as well as free access to nutritious foods.

By October 1, 2009 the WIC program will be providing a new assortment of foods, enhanced breastfeeding support efforts and participant centered nutrition education.

Faced with the challenges of the obesity epidemic, reducing the risk of chronic diseases and encouraging breastfeeding, the WIC program's revitalized services and benefits will work to improve the health outcome of low-income women and children. The new foods will be lower in fat, higher in fiber and more culturally appropriate. The goal is to help families meet the Dietary Guidelines for Americans and follow the American Academy of Pediatrics (AAP) recommendations for infant nutrition.

The new WIC food package will allow for:

- **A reduction in the fat content of the foods it provides-**

Only low-fat or skim milk will be available to children 2 years of age or older and women.

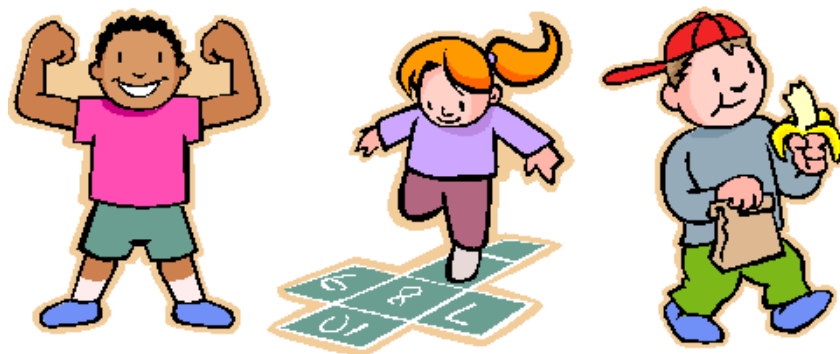
- **An increase in the fiber content of the foods it provides-**

WIC will now provide whole grain cereals, whole grain breads, dried beans and cash value vouchers for vegetables and fruits. Other options include brown rice, soft corn and whole grain tortillas, oatmeal, bulgar, and barley.

- **An increase in the consumption of vegetables and fruits-**

Cash value vouchers for fresh fruits and vegetables will be provided year round. Exclusively breastfeeding women will receive \$10.00 in vegetables and fruit vouchers- all women will receive \$8.00 and children \$6.00 in vouchers.

- **At 6 months of age** all infants will be provided with plain baby cereal and step/stage 2 3.5 oz-4 oz. jars of baby vegetables and fruits. Exclusively breastfed infants will also be provided with step/stage 1 or 2 2.5 oz. jars of baby meats.



Cashier Questions



Q If a participant (customer's) signature does not match the signature on the WIC ID folder how do our cashiers' handle this situation?

A In the event a participant (customer's) signature does not match the signature on the WIC ID folder, vendor has the right to refuse the WIC Voucher (s). Cashier **MUST** inform the front end manager on duty and the store director immediately of the incident.



Q What happens if the cashier forgets to have the participant sign one or all of the vouchers?

A The cashier can try to have the participant's clinic contact the participant so they can go back to store and sign the vouchers. Otherwise the store will not get paid for these vouchers.

The Nevada State WIC office **MUST** be notified as soon as possible, followed-up by a Vendor Complaint form mailed or faxed to the state WIC office.

Provide as much information as possible; such as ID number displayed on the upper left hand corner of the voucher; also include the name of the person who is attempting to purchase WIC food items with these voucher (s).

It is important that the Nevada State WIC office is provided with the correct information stated on the WIC Voucher (s) for follow-up purposes.

We want to hear from you! Send or e-mail your questions to:

Nevada State WIC Program

3427 Goni Rd #108

Carson City, NV 89706

Or e-mail to kmolina@health.nv.gov or khernandez@health.nv.gov

(775) 684-5942 Tel



Janice Hadlock-Burnett
Vendor Coordinator
State of Nevada WIC
3427 Goni Rd Ste 108
Carson City, NV 89706
T (775) 684-4269
F (775) 684-4846



Theresa Carsten
Vendor Coordinator
Inter-Tribal council of Nevada, WIC
680 Greenbrae Dr. Ste 222
Sparks, NV 89431
T (775) 355-5210 ext 124
F (775) 955-5217